



July 15, 1980

JOSEPH P. DORIGNAC, JR.
PRESIDENT

Mr. Richard A. Dougherty
Pictorial Displays, Inc.
Liberty Bell Park
Knights & Woodhaven Roads
Philadelphia, Penna 19154

Dear Dick:

I am writing to confirm Fair Grounds Corporation's acceptance of a five year contract with you for the Marlboro ad on the back cover of Fair Grounds daily racing programs at a net rate of \$10,753.00 per year.

I have contacted Neal Kaye and asked that he contact Mr. Neifeh with regard to the Schlitz ad.

Sincerely,


Gar Moore
Vice President &
General Manager

GM;m

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